The author searches for reasons for the body hair removal and its modifications. As the base she uses an analysis of the media and literature and her research among Czech women. The paper emanates, that certain subjects try to define norms of body hair removal. These norms are presented in medical and cosmetical literature, in magazines, internet articles, films, adverts, in the language and in the folklore. Accordingly the normative subjects are doctores, cosmeticians, editors and authors of magazines, participants of internet discussions, film makers and producers of cosmetic products. Nevertheless women participate on the creation of norms too.

The author postulates some attitudes, how the hair removal is perceived and presented: as hygienical and medical, as dichotomy of human and animal (nature vs. culture), as dichotomy of feminity and masculinity, as an attribute of maturity, as an esthetic aspect. Most of the women remove hair from their bodies. Young women „shave“ more, but the difference between the generations is not that big. Yet a vast difference exists between the age of today's teenagers when they started removing (on an average of 12 years) and the older generations (at 24 years) did. As their motivation, the women mention the influence of their environment and society, their own positive feeling (esthetic aspect) and hygienical reasons. They do identify with the ideals which appear in the media.

The year 1989 seems to be crucial. Meaning that more cosmetic products and services appeared at the Czech market and the pressure of adverts rised then ever before.